DIGITAL & TRENDS

Security of consumer tech devices

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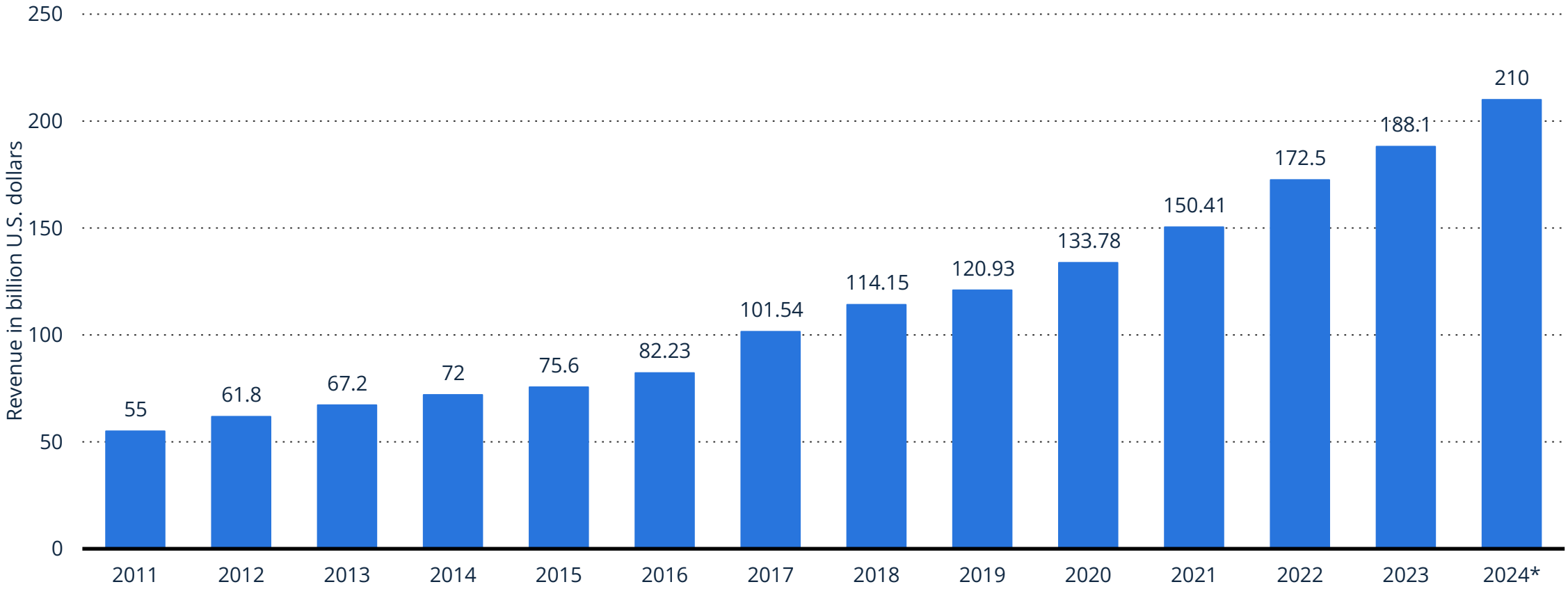
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CHAPTER 01

Overview

Information security products and services market revenue worldwide from 2011 to 2024 (in billion U.S. dollars)

Total revenue global information security market 2011-2024



Description: The information security market has increased considerably over the past years. In 2024, the revenue of the security technology and services market worldwide is expected to peak at 210 billion U.S. dollars. Information security refers to the practice of managing access to information, whether that is securing information from unauthorized access or verifying the identity of those who claim to have authority to access information. Read more

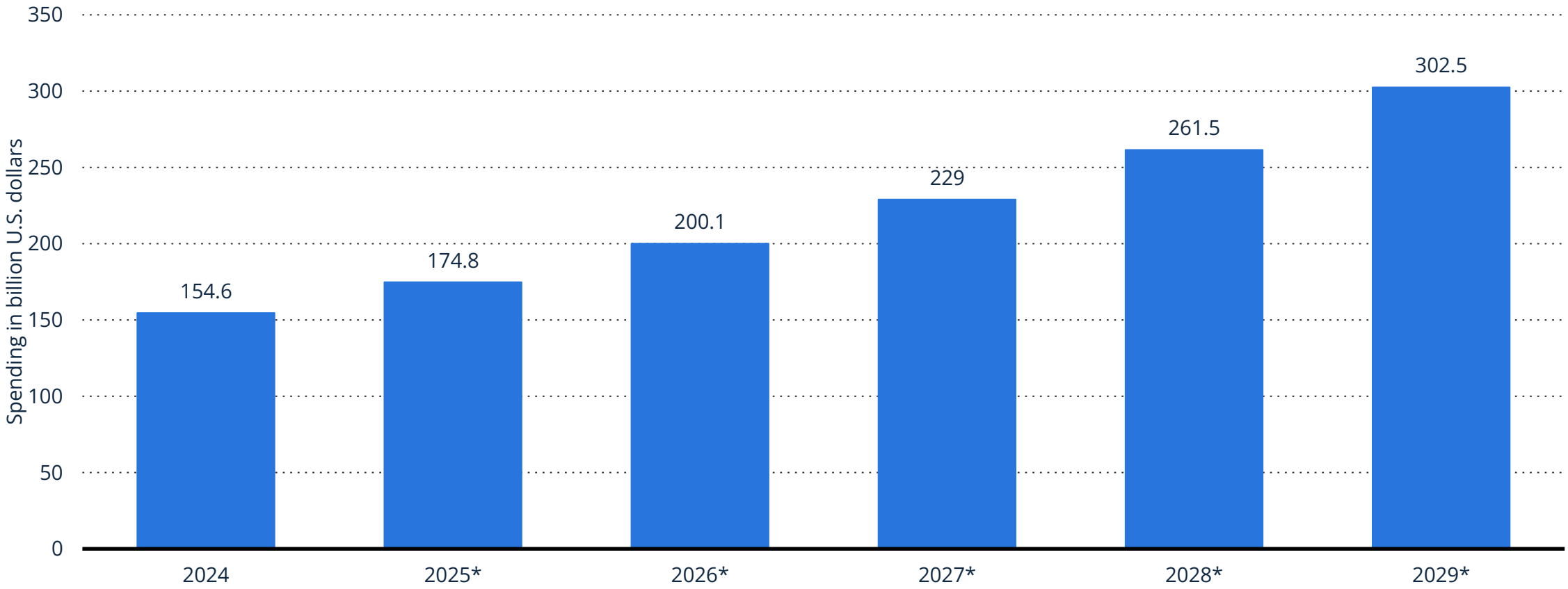
Note(s): Worldwide; 2011 to 2024; * Forecast. Read more

Source(s): Gartner

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Spending on cybersecurity worldwide from 2024 to 2029 (in billion U.S. dollars)

Cybersecurity spending worldwide 2024-2029

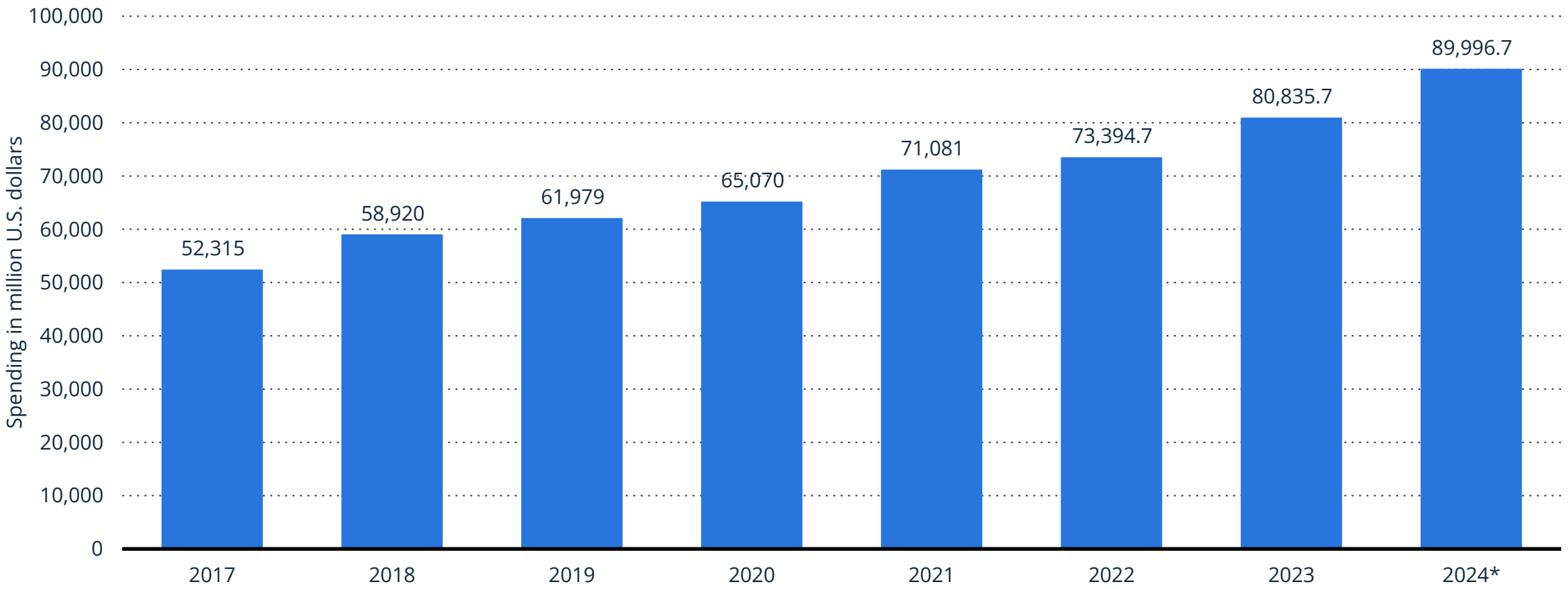


Description: In 2024, spending in the cybersecurity industry reached 154.6 billion U.S. dollars, with the forecast suggesting that the market will grow to 302.5 billion U.S. dollars in 2029. Global spending on cybersecurity has been increasing continuously over the forecast period. Read more
Note(s): Worldwide; 2024
Source(s): Forrester Research

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Worldwide information security services spending from 2017 to 2024 (in million U.S. dollars)

IT security services spending worldwide 2017-2024

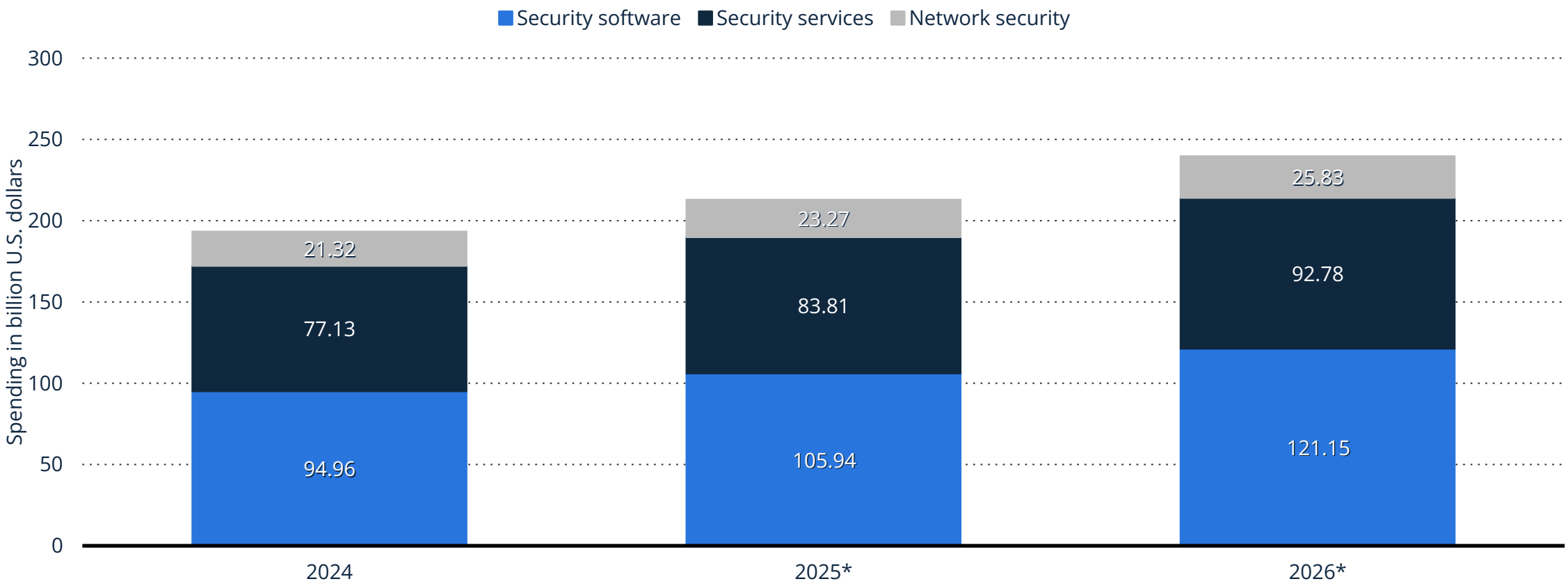


Description: In 2023, the security service spending amounted to 80.8 billion U.S. dollars worldwide. By 2024, security services spending was forecast to reach nearly 90 billion U.S. dollars. Read more
Note(s): Worldwide; 2017 to 2023; * Forecast. Read more
Source(s): Gartner

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Information security spending worldwide from 2024 to 2026, by segment (in billion U.S. dollars)

Information security spending worldwide 2024-2026, by segment



Description: Global spending on information security was expected to grow between 2024 and 2026 and reach 238.76 billion U.S. dollars at the end of the forecast period. Most spending has concentrated in security software, which was expected to reach 121.15 billion U.S. dollars in 2026. Read more
Note(s): Worldwide; 2024; *Forecast. Read more
Source(s): Gartner

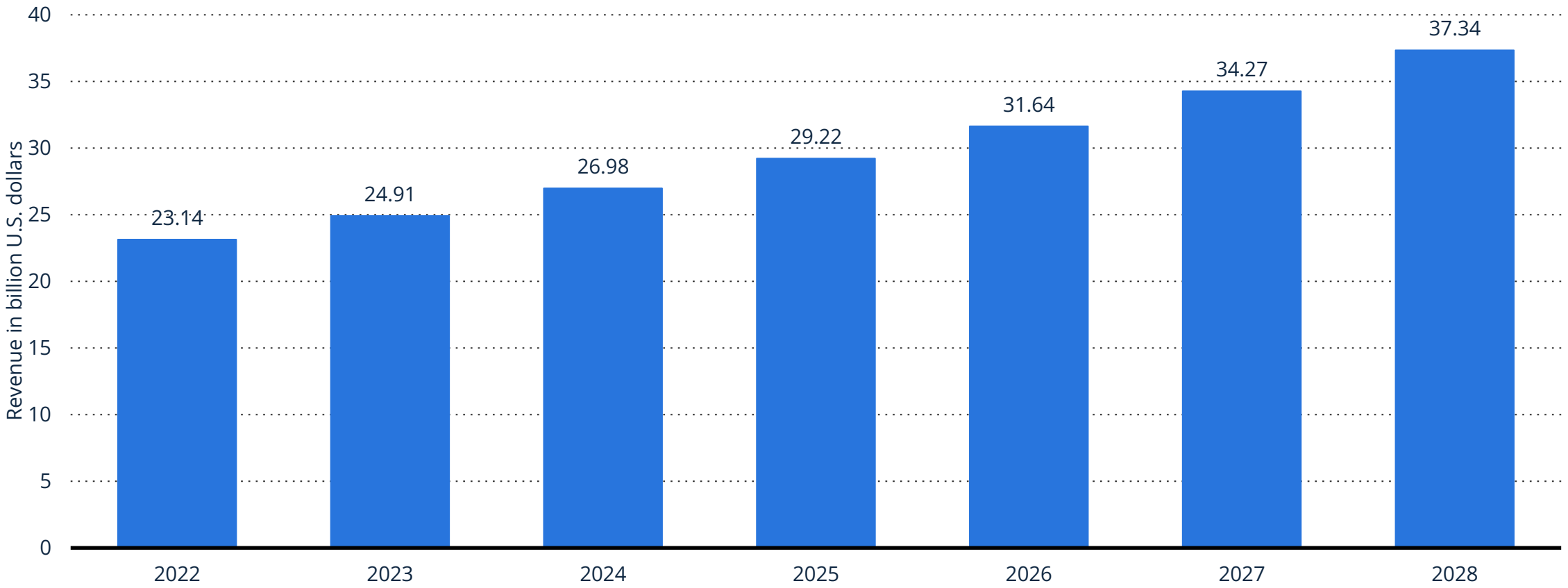
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CHAPTER 02

IoT devices

Global mobile device security market revenue from 2022 to 2028 (in billion U.S. dollars)

Global mobile device security market 2022-2028

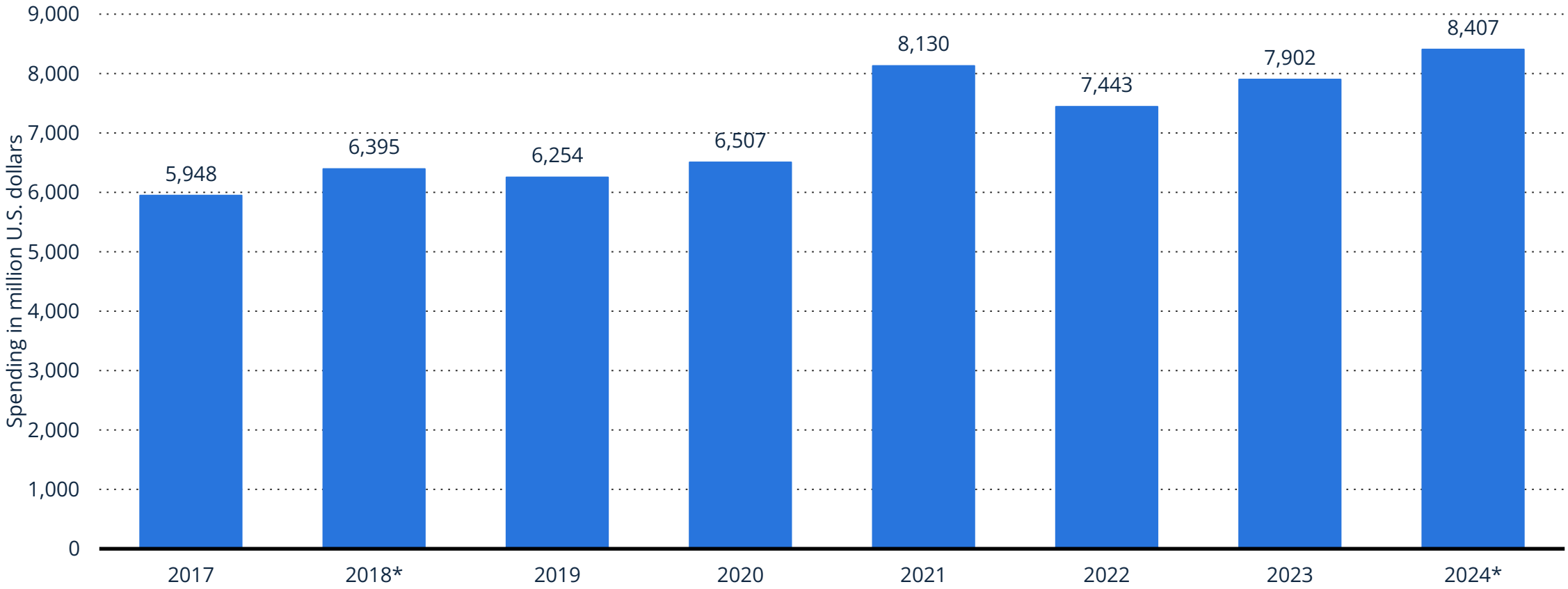


Description: The global mobile device security market is forecast to grow in the coming years. In 2022, such market was worth around around 23 billion U.S. dollars. By 2028, it is expected to experience a dramatic increase, reaching around 37.34 billion U.S. dollars, growing at a CAGR of 8.3 percent between 2022 and 2023. Read more
Note(s): Worldwide; 2019 to 2021
Source(s): Business Research Insights; Statista

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Worldwide security spending in the consumer security software segment from 2017 to 2024 (in million U.S. dollars)

Global IT security spending: consumer security software 2017-2024

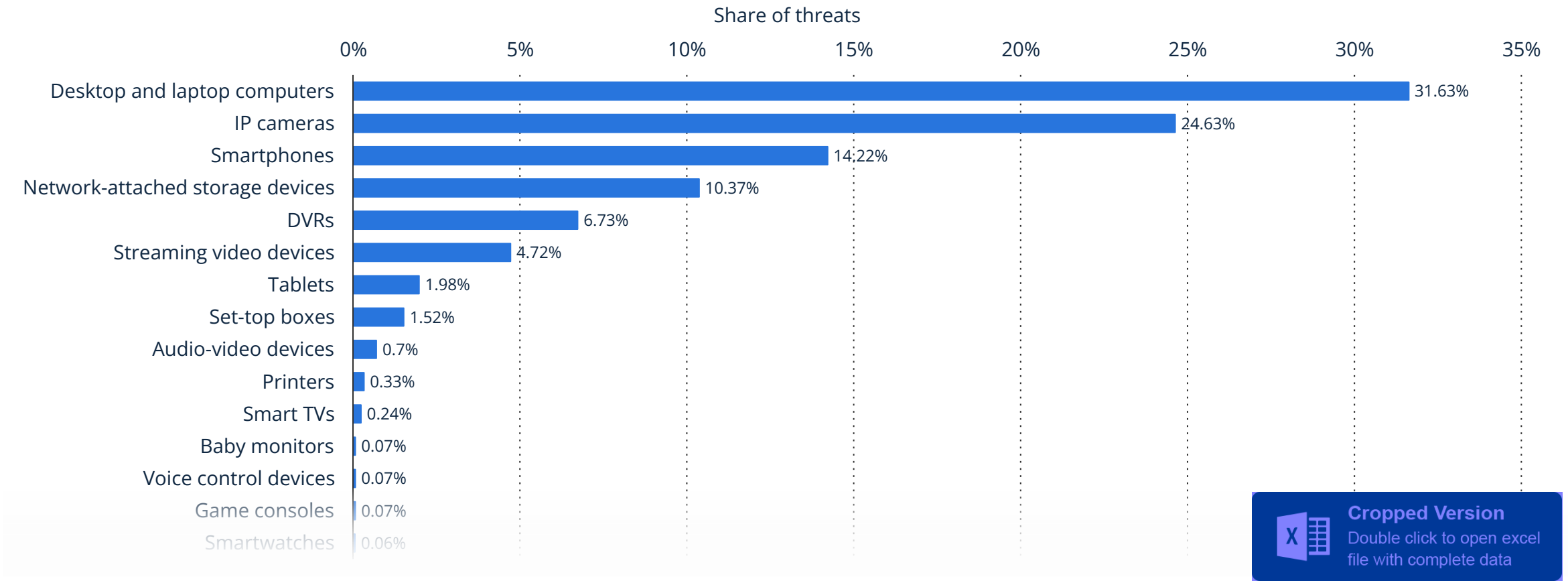


Description: In 2023, the consumer security software spending was valued at approximately 7.9 billion U.S. dollars worldwide, an increase from the previous year. By 2024, consumer security software spending is forecast to exceed 8.4 billion U.S. dollars. Read more
Note(s): Worldwide; 2017 to 2023; * Forecast. Figures have been rounded. Read more
Source(s): Gartner

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Share of online threats to consumer devices on home networks worldwide in 2023, by type of device

Devices targeted the most by online threats worldwide 2023



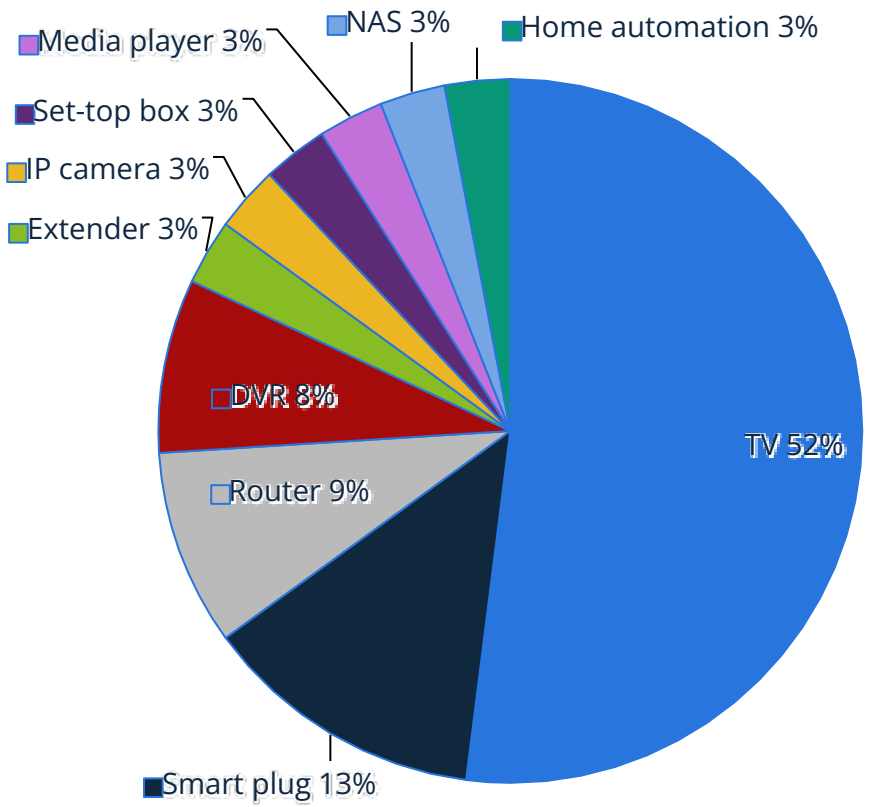
Cropped Version
Double click to open excel file with complete data

Description: In 2023, desktop and laptop computers were the consumer devices on home networks targeted the most by online threats worldwide, accounting for around 32 percent of such online threats. By contrast, tablet devices are much more secure, withless than two percent of online threats targeting them. Read more
Note(s): Worldwide; 2023
Source(s): Cujo AI

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Most vulnerable Internet of Things devices worldwide in 2022, by share of IoT vulnerabilities identified

Most vulnerable IoT devices worldwide 2022, by share of vulnerabilities

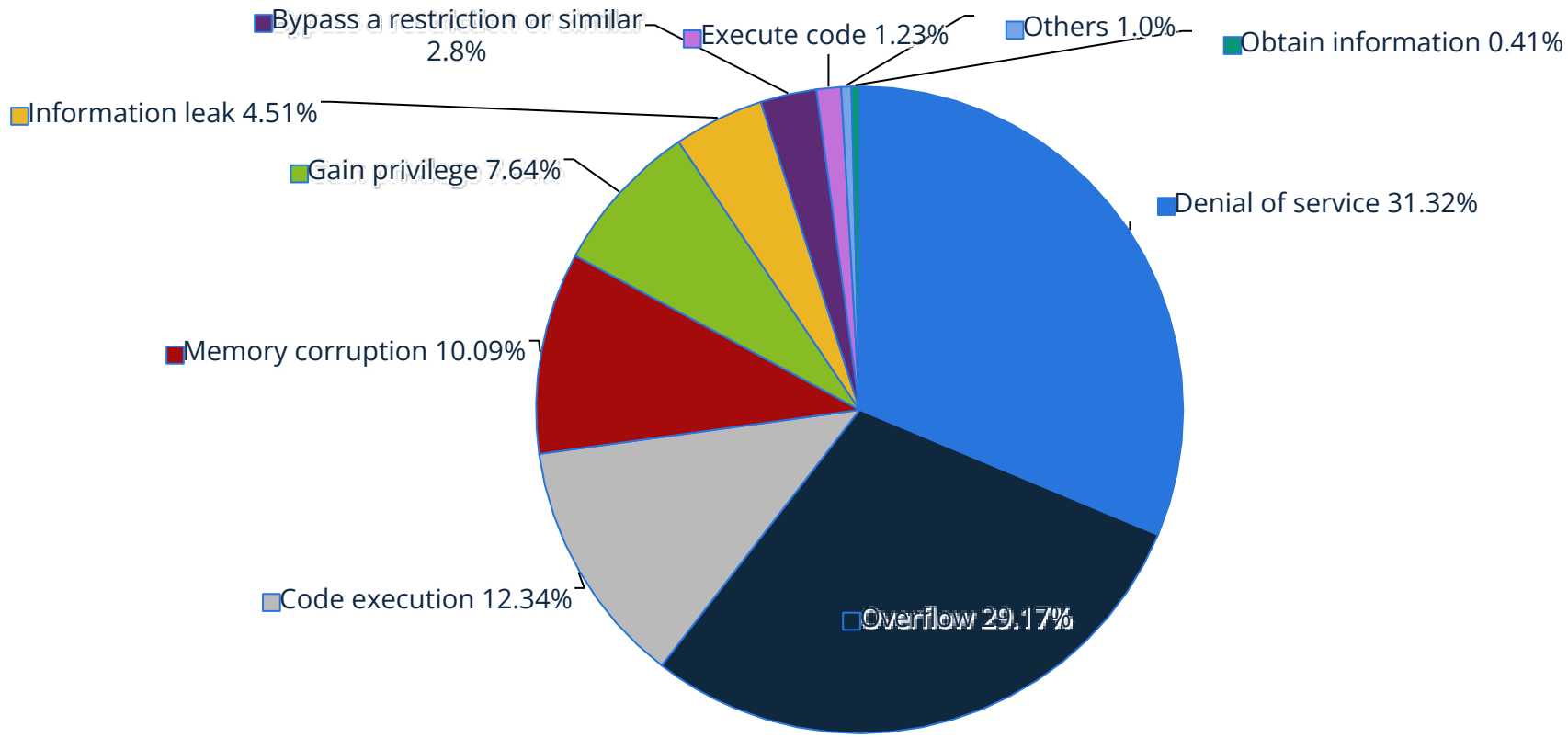


Description: In 2022, TVs were the most vulnerable devices, with over half of IoT vulnerabilities identified by the source affecting them. They were followed by smart plugs and routers, with 13 percent and nine percent, respectively. The number of IoT devices worldwide is forecast to be close to 30 billion in 2030. Read more
Note(s): Worldwide; 2022
Source(s): BitDefender; NETGEAR

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Most frequent outcomes pursued by cyber attacks to IoT devices worldwide in 2022

Most frequent IoT device outcomes targeted by cyber attacks worldwide 2022



Description: In 2022, almost a third of cyber attacks targeting IoT devices were aimed at a denial of service, while the outcome pursued by nearly 30 percent of them was overflow. The number of IoT devices worldwide is forecast to be close to 30 billion in 2030. Read more

Note(s): Worldwide; 2022

Source(s): BitDefender; NETGEAR

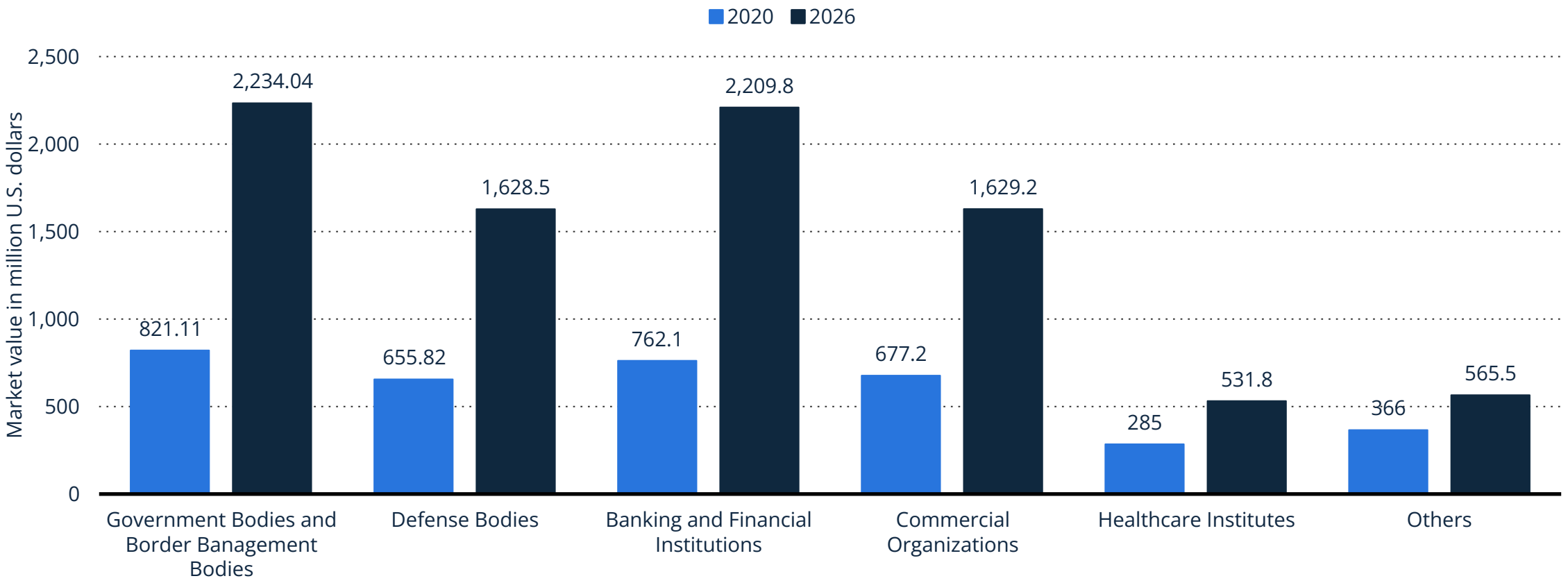
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CHAPTER 03

Biometric technology

Global biometric authentication and identification market in 2020 and 2026, by end user (in million U.S. dollars)

Global biometric authentication and identification market 2020-2026, by end user

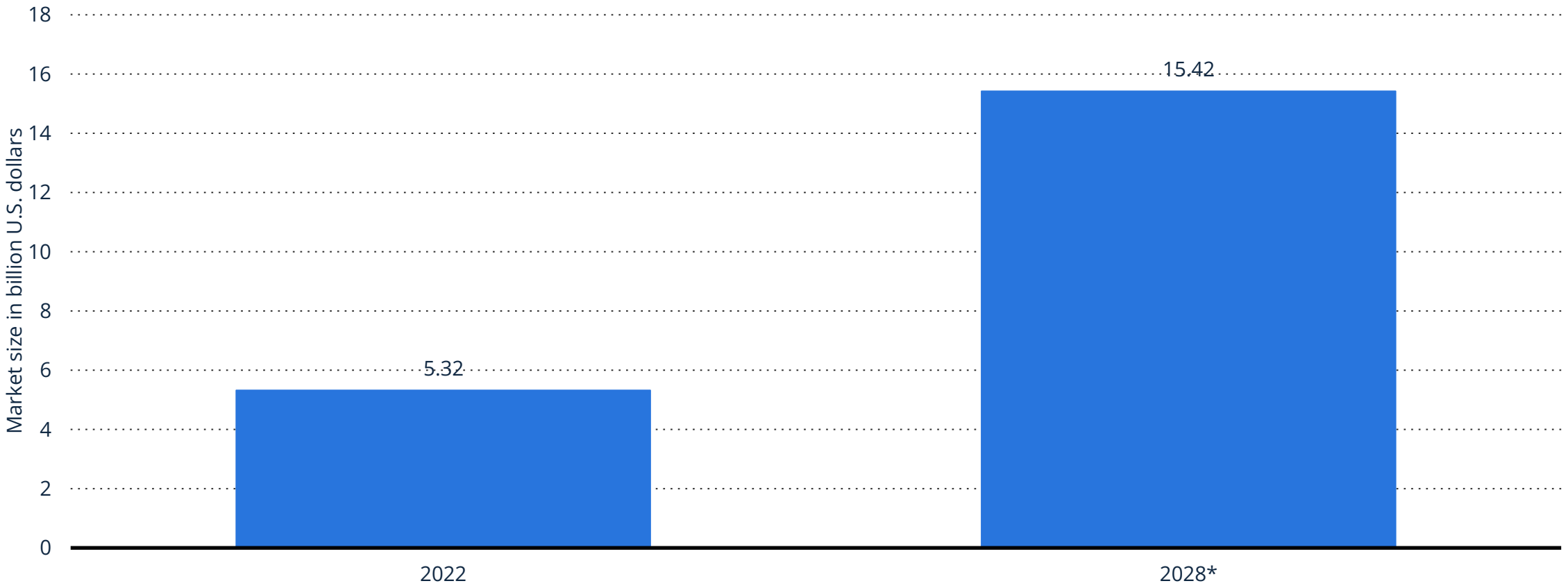


Description: In 2020, the global biometric authentication and identification market was valued at over 3.5 billion U.S. dollars, with the most valuable end users being government bodies and border management bodies. By 2026, the global authentication and identification market is forecast to reach nearly 8.8 billion U.S. dollars, with banking and financial institutions' end users exceeding two billion U.S. dollars. Read more
Note(s): Worldwide; 2020 to 2026
Source(s): BIS Research

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Automated fingerprint identification system market revenue worldwide in 2022 versus 2028 (in billion U.S. dollars)

Automated fingerprint identification system market value globally 2022 vs. 2028

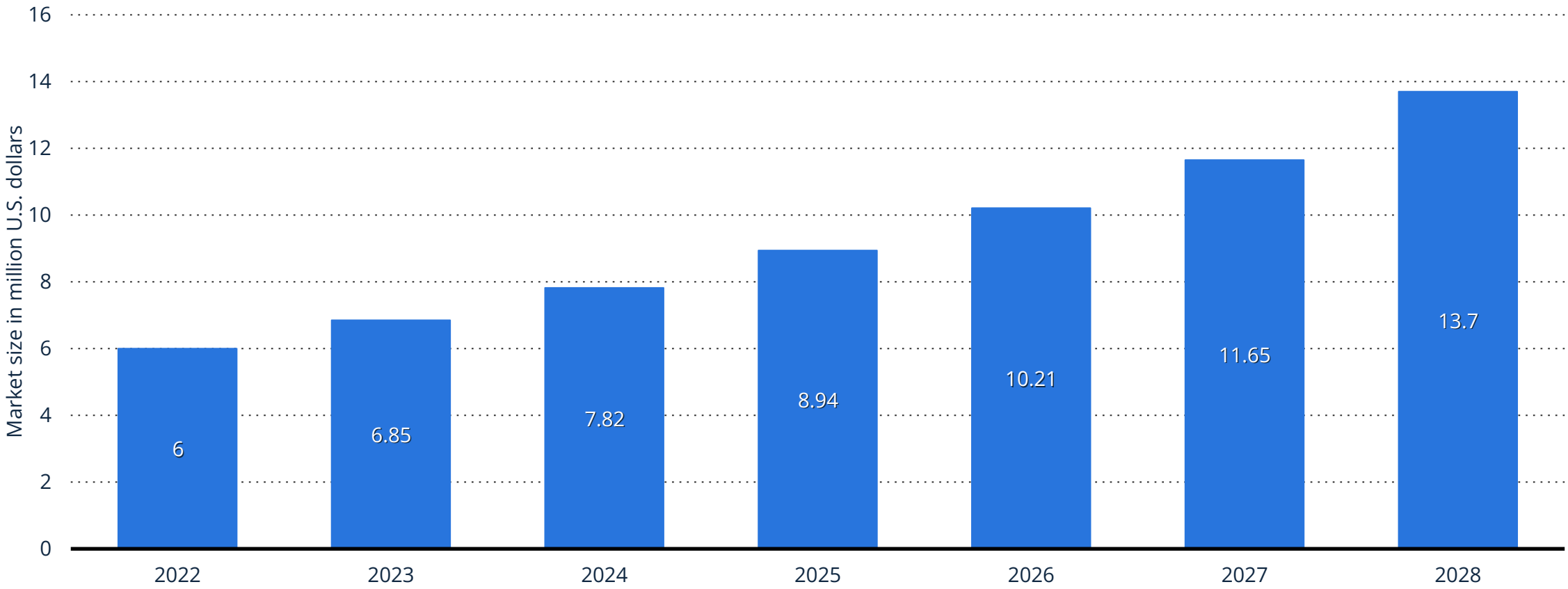


Description: Automated fingerprint identification systems (AFIS) is one type of biometric technology that utilizes digital imaging technology to analyze and compare fingerprints from a stored database. They are commonly used in areas of law enforcement, healthcare, government, among others. In 2022, the AFIS market was valued at 5.32 billion U.S. dollars, and is forecast to grow to 15.42 billion dollars by 2028. Read more
Note(s): Worldwide; 2022; *Forecast Read more
Source(s): MarketWatch

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Market size of the fingerprint sensors market worldwide by technology from 2022 to 2028 (in billion U.S. dollars)

Global fingerprint sensors market size by technology 2022-2028

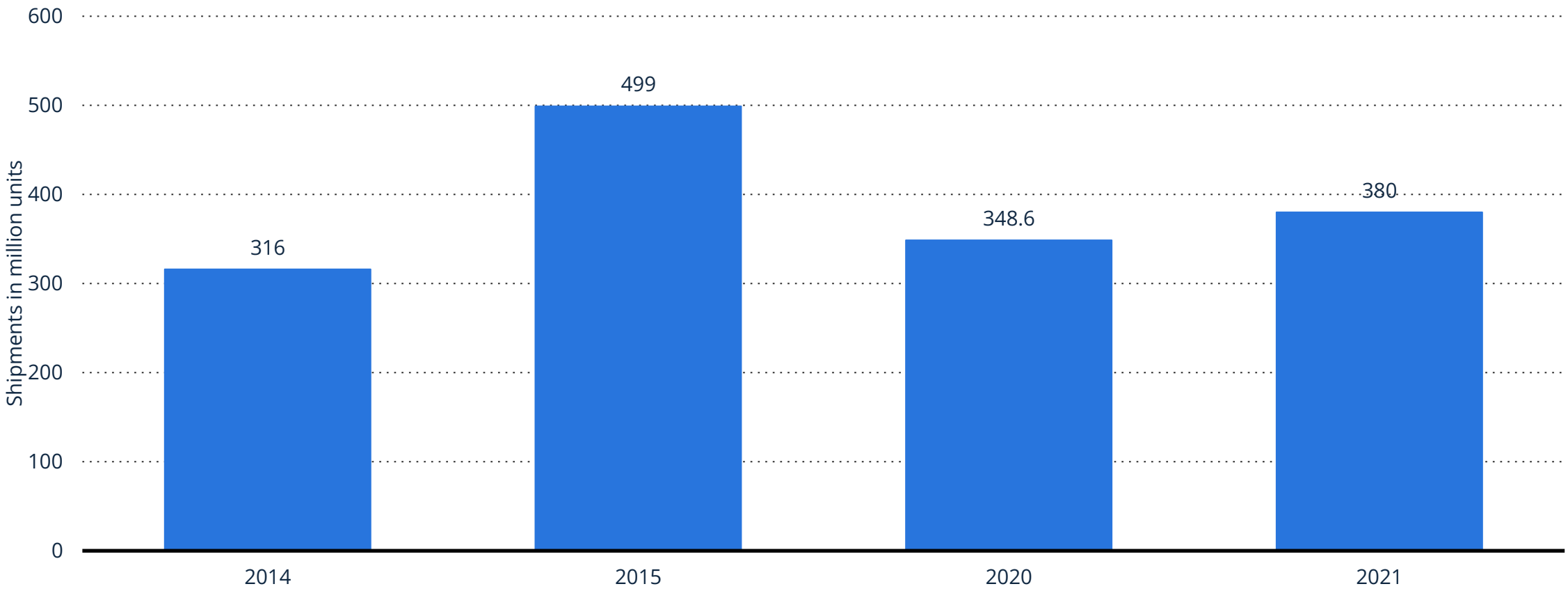


Description: The fingerprint sensor market is forecast to grow between 2022 and 2028. Particularly, in 2022, such market was worth around six billion U.S. dollars. By 2028, the fingerprint sensor market size is forecast to reach 13.7 billion U.S. dollars. Read more
Note(s): Worldwide; 2022
Source(s): Imarc

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Shipments of fingerprint sensors worldwide from 2014 to 2021 (in million units)

Global shipments of fingerprint sensors 2014-2021

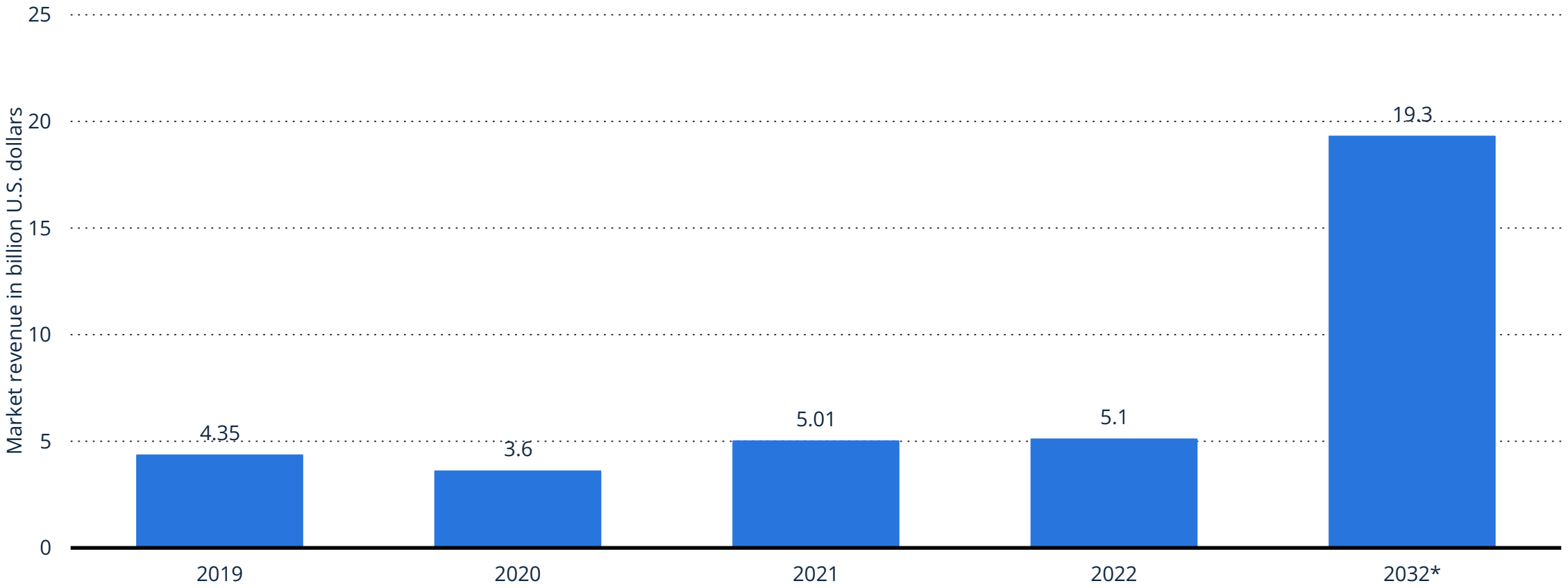


Description: The number of unit shipments of fingerprint sensors worldwide fluctuated between 2014 and 2021. In 2021, around 380 million FoD (Fingerprint on Display) units were shipped, up from roughly 348.6 million in 2020. Read more
Note(s): Worldwide; 2014 to 2015 and 2020 to 2021
Source(s): Omdia

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Facial recognition market size worldwide from 2019 to 2032 (in billion U.S. dollars)

Facial recognition market revenue worldwide 2019-2032



Description: The facial recognition market was estimated at roughly five billion U.S. dollars in 2022. The market is projected to grow, reaching 19.3 billion U.S. dollars by 2032. With the help of artificial intelligence (AI), facial recognition technology is used to identify a person by reading their facial features. Read more
Note(s): Worldwide; 2019 to 2022; * Forecast data Read more
Source(s): GlobeNewswire; Market.us

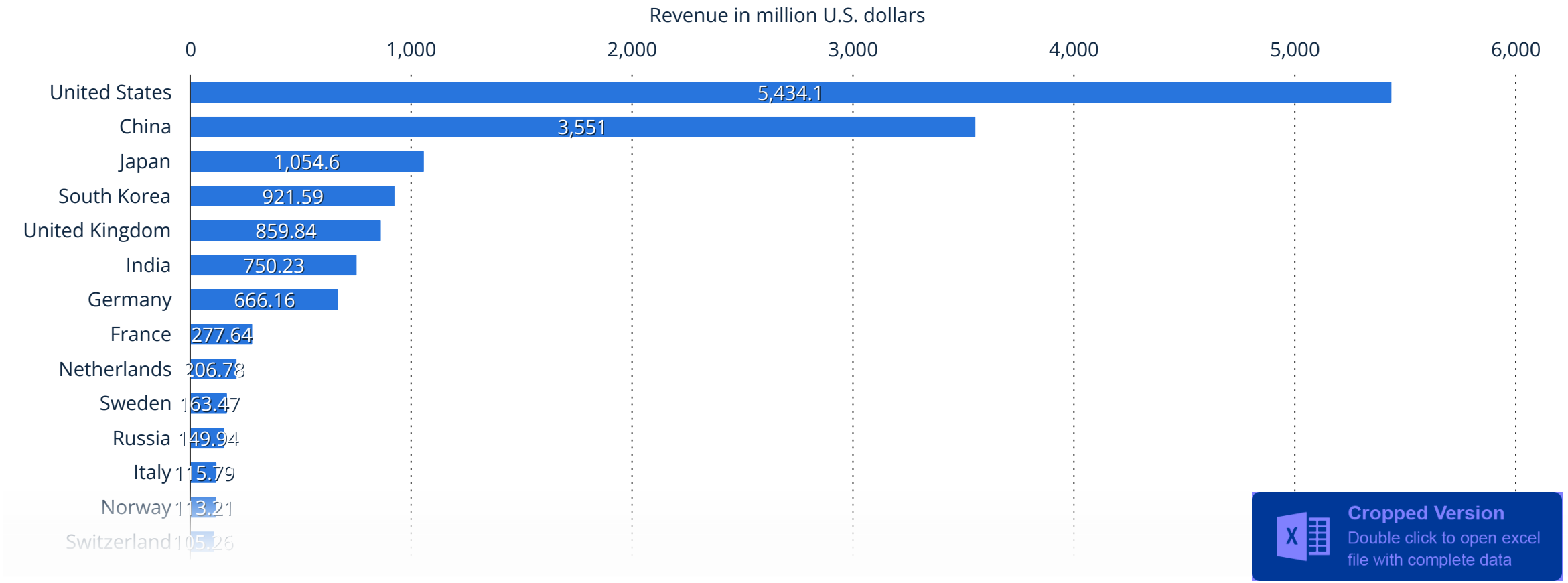
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CHAPTER 04

Smart home

Worldwide Smart Home security revenue in 2022, by country (in million U.S. dollars)

Smart Home security revenue worldwide, by country 2022



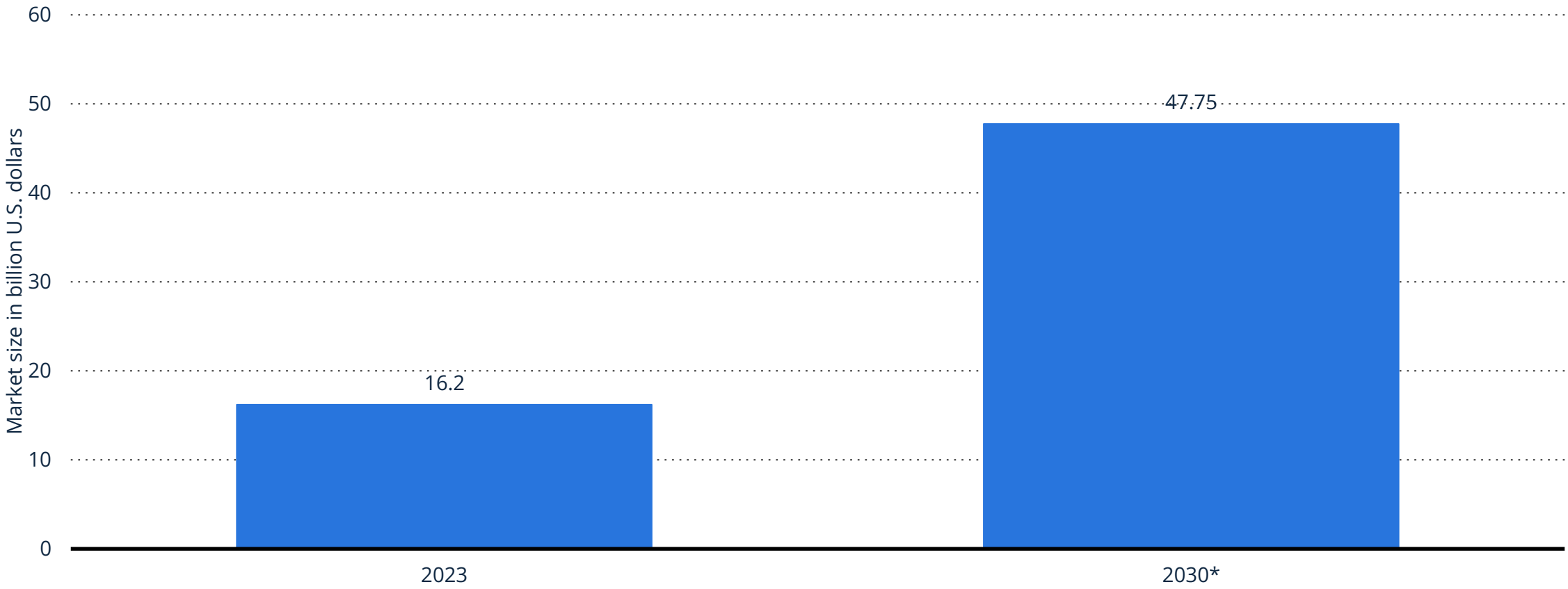
Cropped Version
Double click to open excel file with complete data

Description: From the selected regions, the ranking by revenue in the 'Security' segment of the smart home market is led by the United States with 5.4 billion U.S. dollars and is followed by China (3.6 billion U.S. dollars). In contrast, the ranking is trailed by Spain with 72.45 million U.S. dollars, recording a difference of 5.4 billion U.S. dollars to the United States. Read more
Note(s): United States; Jan 1st to Dec 31st 2022
Source(s): Statista; Statista Market Insights

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Smart doorbell market value worldwide for 2023 and forecast for 2030 (in billion U.S. dollars)

Global smart doorbell market value worldwide 2023-2030

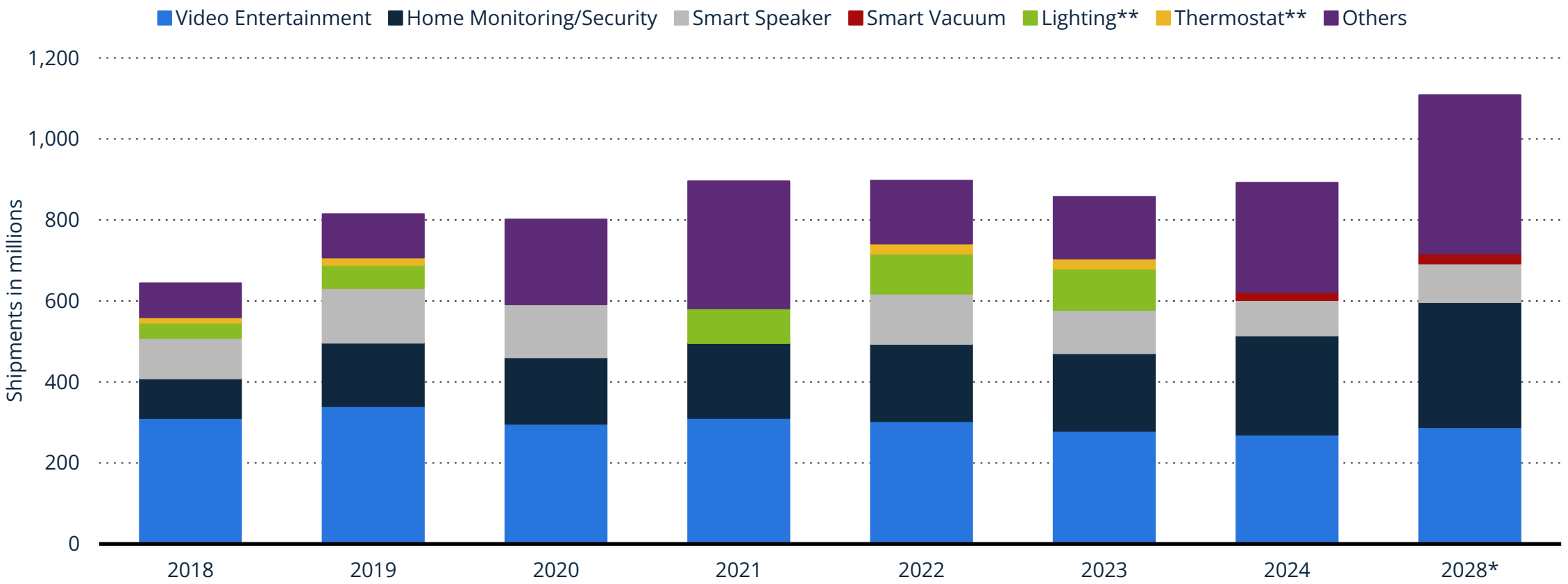


Description: Smart doorbells are popular smart home devices that provide enhanced security and convenience for homeowners. They often come with features such as video surveillance, two-way communication, and remote access via smartphone apps, allowing homeowners to monitor their front doors from anywhere, communicate with visitors, and even unlock the door remotely. In 2023, the market for smart doorbells worldwide was valued at around 16.2 billion U.S. dollars. The global smart [...] Read more
Note(s): Worldwide; 2023, 2030; *Forecast Forecast value was calculated by Statista based on a forecast CAGR of 16.7 percent by 2030. Read more
Source(s): MarkNtel Advisor

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Shipments of smart home devices worldwide from 2018 to 2024 and forecast for 2028, by category (in millions)

Shipments of smart home devices worldwide 2018-2028, by category



Description: The global shipment total for smart home devices reached around 892 million units in 2024, with 270 million of those coming from the video entertainment category alone. Of the specifically described types of devices, home monitoring/security is the section that is expected to grow the most between 2024 and 2028 at a CAGR of six percent. Read more
Note(s): Worldwide; 2018 to 2024; * Forecast. ** Source no longer provides data. Read more
Source(s): IDC

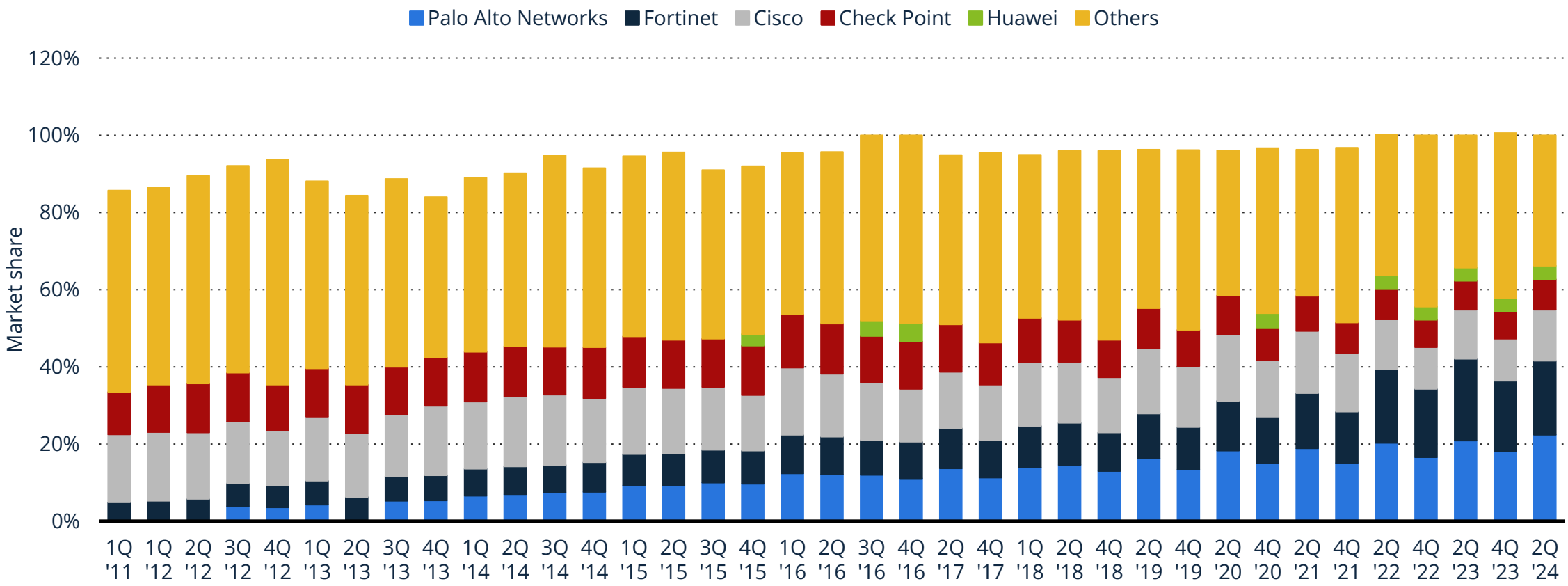
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CHAPTER 05

Companies

Security appliance vendor market share worldwide from 2012 to 2024, by vendor

Global security appliance vendor market share 2012-2024, by vendor

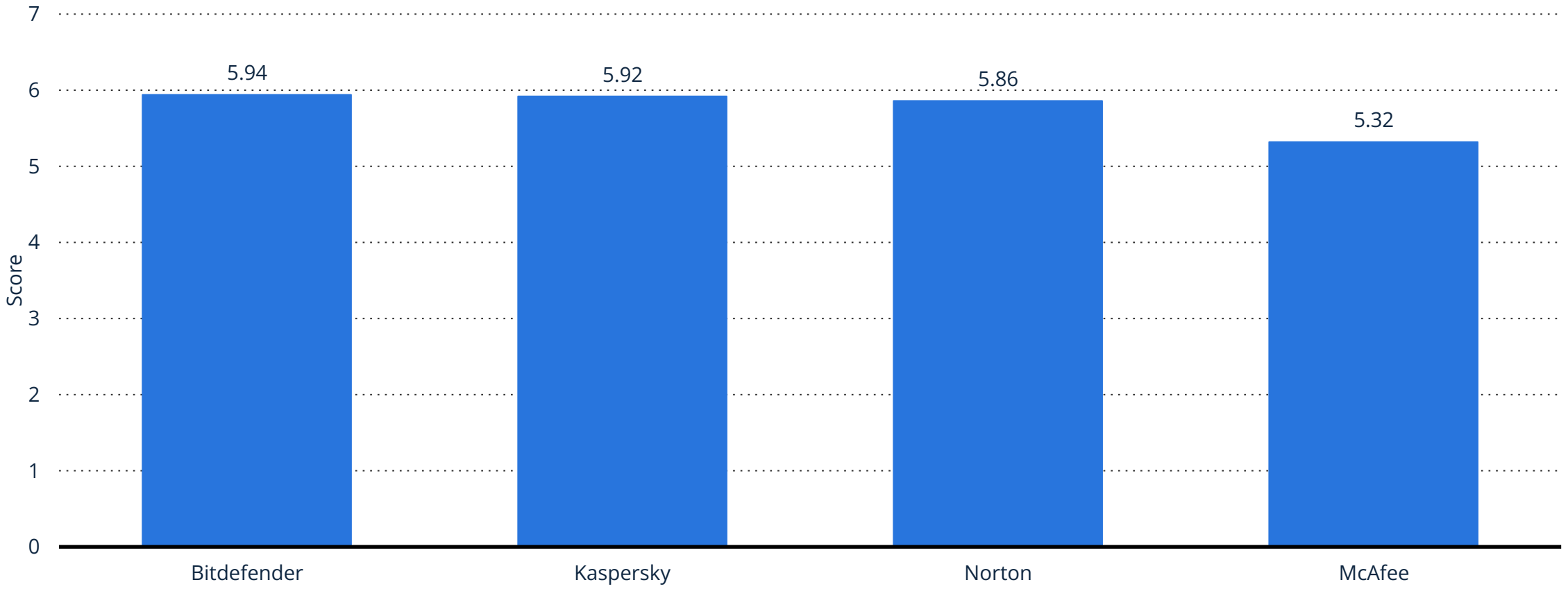


Description: In the second quarter of 2024, Palo Alto Networks' market share in the security appliance market stood at 22.4 percent, up from 20.9 percent in the second quarter of 2023, while Fortinet occupied 19.2 percent of the market, down from over 21 percent a year earlier. Read more
Note(s): Worldwide; 2012 to 2024
Source(s): IDC

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Anti-malware software that ensure the best protection against infections worldwide in 2022, by cybersecurity provider*

Software with the best protection against infections worldwide 2022, by provider



Description: When it comes to anti-malware software, Bitdefender was the cyber security provider that guaranteed the best protection against infections. It was closely followed by Kaspersky, with a score of 5.92. Bitdefender is a Romanian cyber security tech company founded in 2001. Apart from its anti-malware software, the company also develops cyber security products and services, as well as endpoint protection and cloud and IoT security. Read more

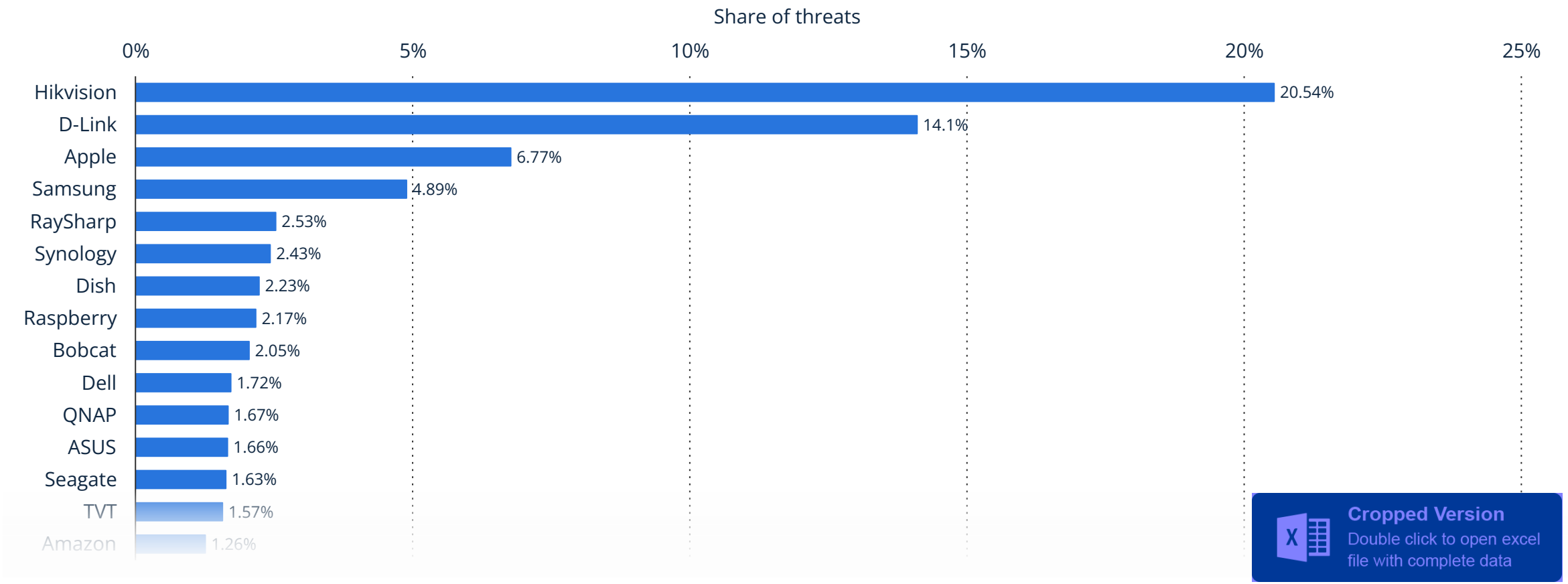
Note(s): Worldwide; 2022; * Best protection on a scale from 0 to 6, where 6 represents the highest score Read more

Source(s): BitDefender

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Global distribution of online threats to devices on home networks in 2023, by brand

Distribution of online threats to devices worldwide 2023, by brand



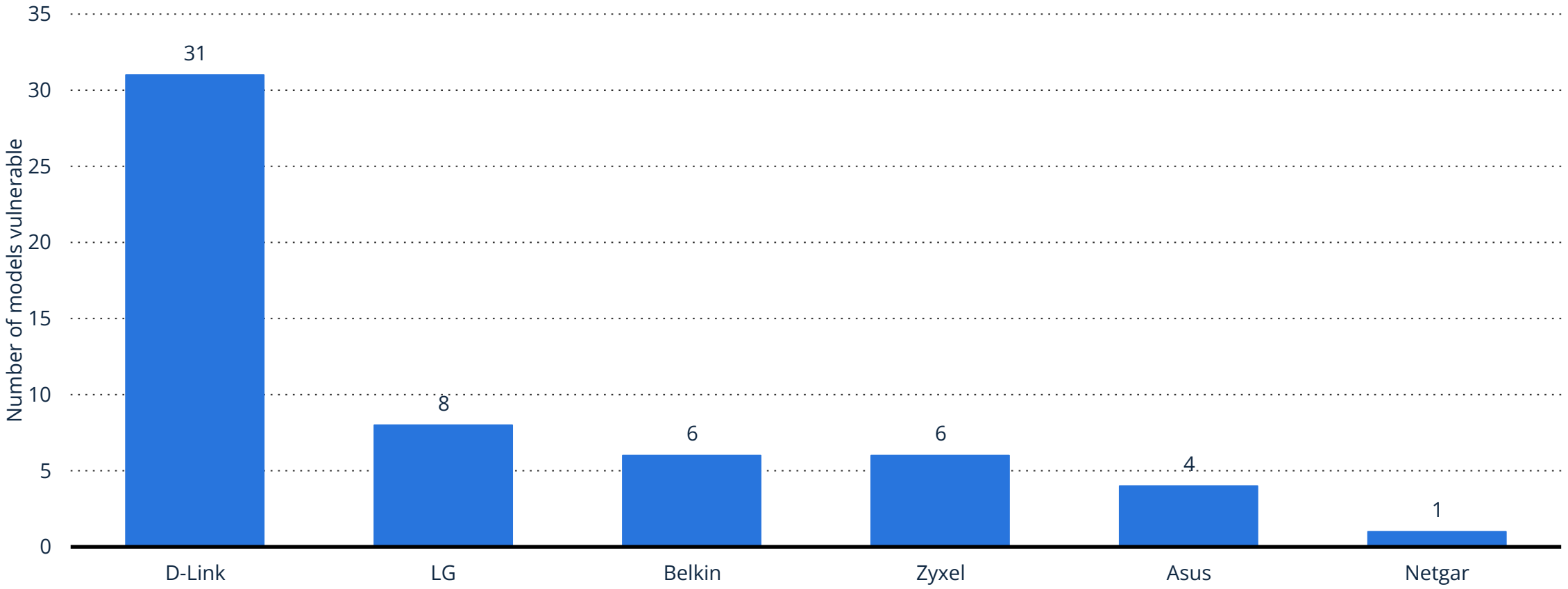
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Description: In 2023, consumer devices manufactured by the Chinese video surveillance company Hikvision recorded the highest share of online threats. D-Link and Apple followed, with onlie threat shares to their devices of roughly 14 and almost seven percent, respectively. Read more
Note(s): Worldwide; 2023
Source(s): Cujo AI

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Number of vulnerable IoT devices worldwide in 2022, by vendor*

Number of vulnerable IoT devices globally 2022, by vendor

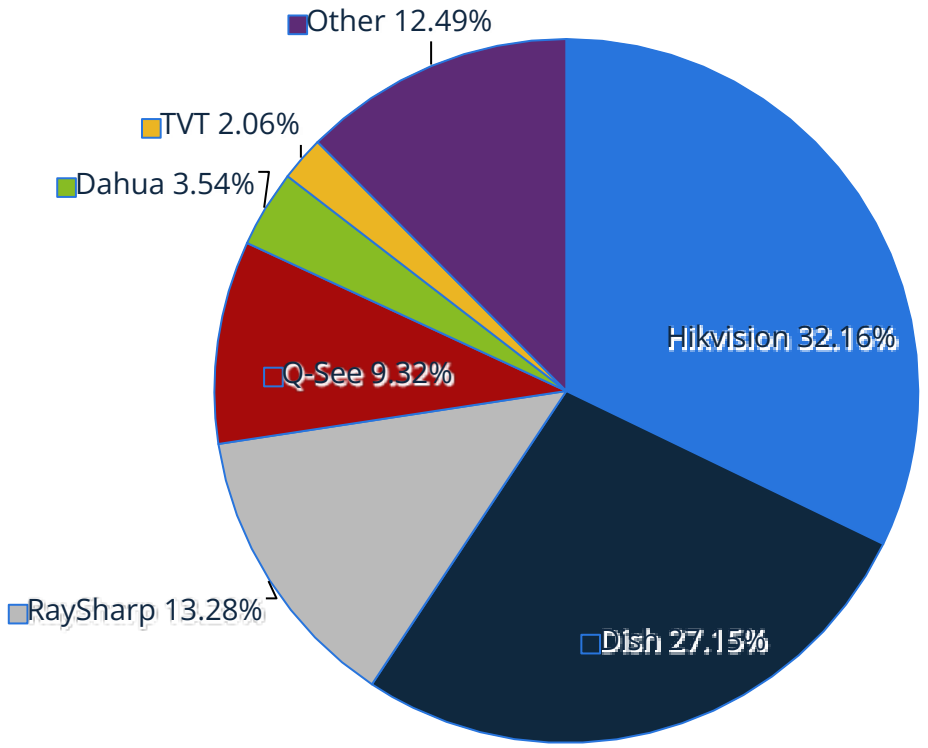


Description: In 2022, D-Link was the vendor with the highest number of vulnerable devices against the remote code execution vulnerability CVE-2021-35394. By contrast, Asus only had four vulnerable devices. Read more
Note(s): Worldwide; August to October 2022; * Vulnerable against the attacks attempting to exploit a Realtek Jungle SDK remote code execution vulnerability (CVE-2021-35394). As of December 2022, the source observed 134 million exploit [...] Read more
Source(s): Palo Alto Networks; Unit 42

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Global distribution of online threats to DVR (Digital Video Recorder) devices in 2023, by brand

Share of online threats to DVR device worldwide 2023, by brand

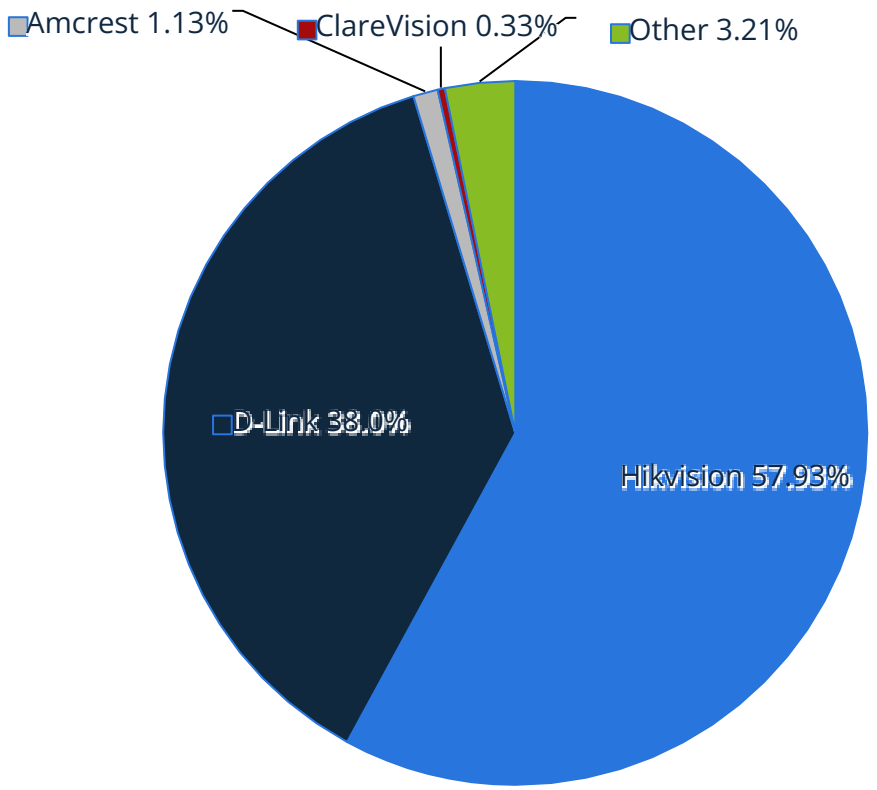


Description: In 2023, online threats targeted DVR (Digital Video Recorder) devices manufactured by the Chinese company Hikvision the most, with over 32 percent of online threats being directed at them. Dish DVRs followed, accounting for roughly 27 percent of such online threats. Read more
Note(s): Worldwide; 2023
Source(s): Cujo AI

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Global distribution of online threats to IP cameras in 2023, by brand

Share of online threats to IP cameras worldwide 2023, by brand

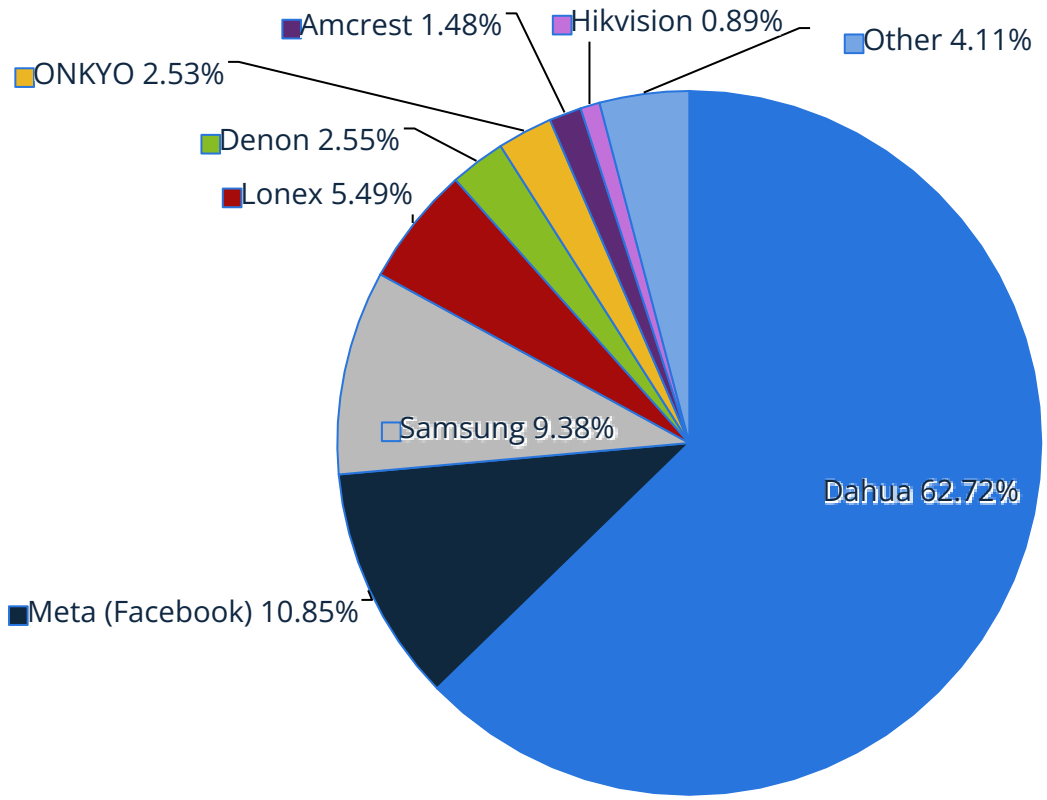


Description: In 2023, online threats targeted IP cameras manufactured by the Chinese company Hikvision were targeted the most by online threats, accounting for almost 58 percent of online threats. By contrast, ClareVision recorded the lowest share of online threats. Read more
Note(s): Worldwide; 2023
Source(s): Cujo AI

statista

Global distribution of online threats to audio-video devices in 2023, by brand

Share of online threats to audio-video devices worldwide 2023, by brand



Description: In 2023, Dahua audio-video devices were the most targeted audo-video devices by online threats, accounting for almost 63 percent of them. Meta (Facebook) and Samsung audio-video devices followed, with shares of roughly 11 percent and nine percent, respectively. Read more
Note(s): Worldwide; 2023
Source(s): Cujo AI

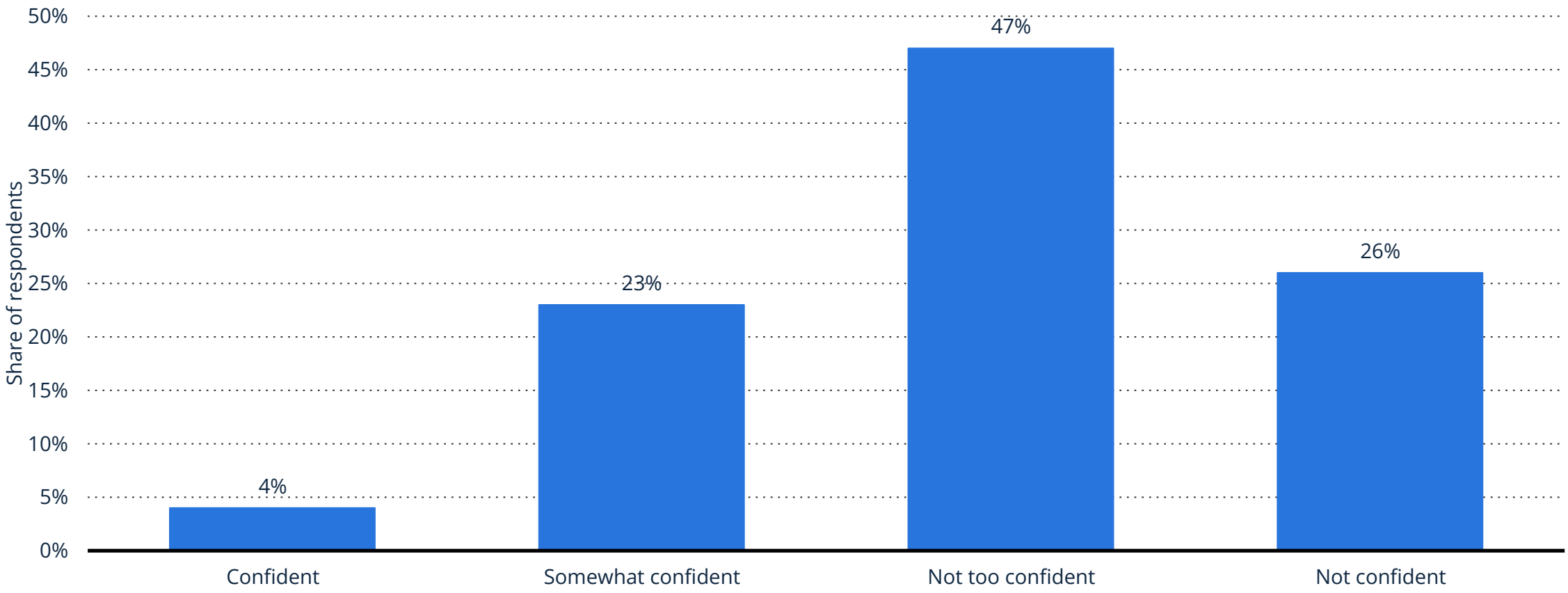
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CHAPTER 06

Consumption

Confidence in users of connected devices and related technology against cyberattacks 2023

Confidence in protection against cyberattacks in use of connected devices 2023

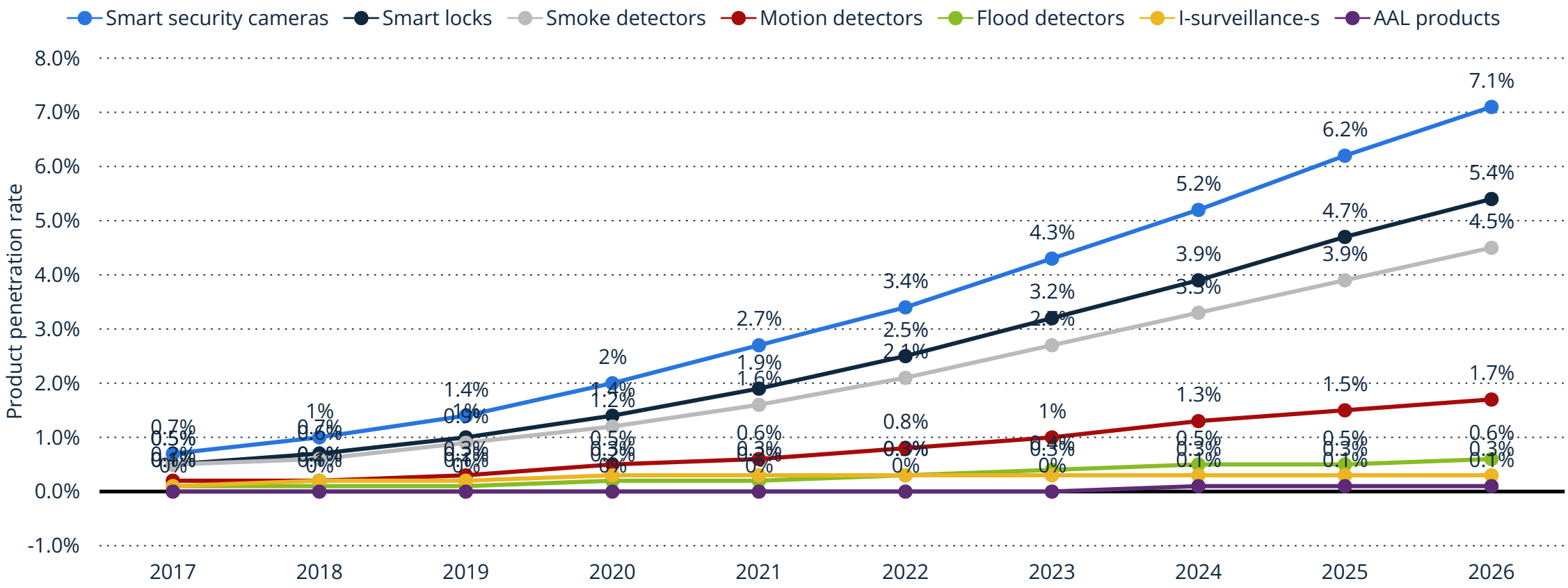


Description: Confidence in protection against cyberattacks in the use of connected technology seems to be lacking in the majority of users of connected devices with about 73 percent of respondents reporting that they were not or not too confident. Read more
Note(s): Worldwide; 2023
Source(s): World Economic Forum

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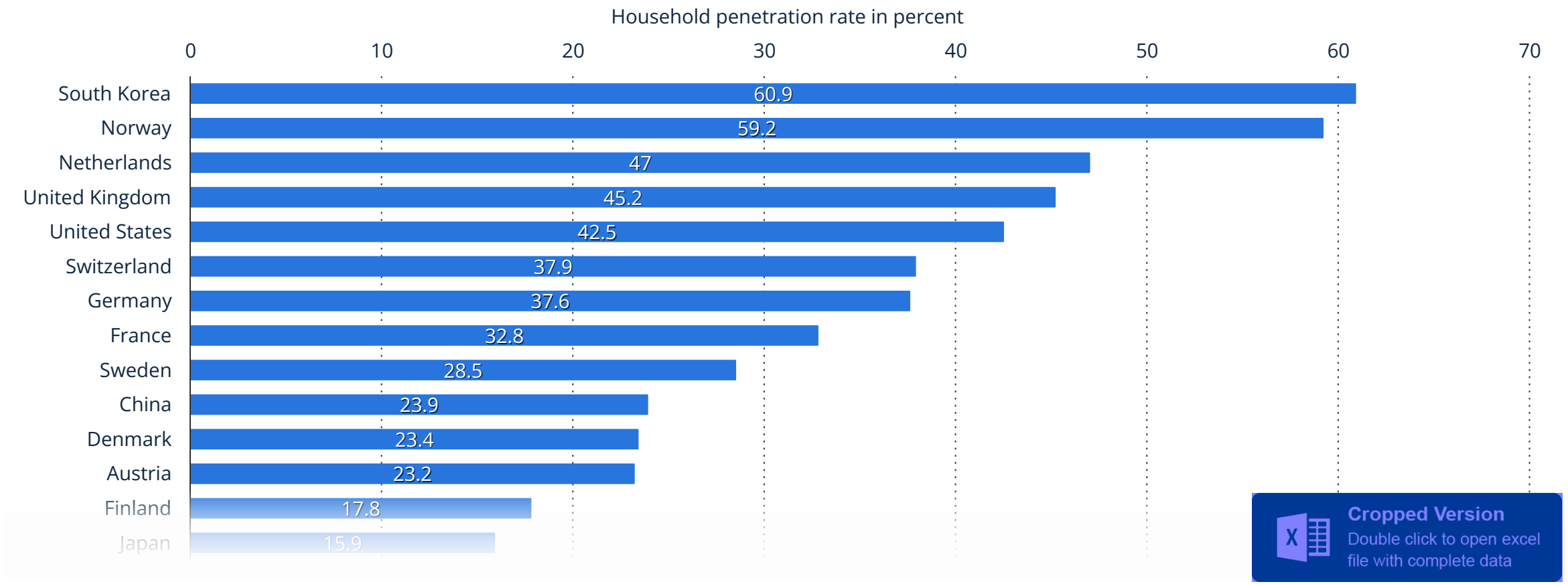
Worldwide Smart Home security penetration rate in 2026, segment

Smart Home security penetration rate 2026, by segment


Smart security cameras
Smart locks
Smoke detectors
Motion detectors
Flood detectors
I-surveillance-s
AAL products
Product penetration rate
8.0%
7.0%
6.0%
5.0%
4.0%
3.0%
2.0%
1.0%
0.0%
-1.0%
2017
2018
2019
2020
2021
2022
2023
2024
2025
2026
7.1%
6.2%
5.2%
4.3%
3.4%
2.7%
2%
1.4%
1%
5.4%
4.7%
3.9%
3.2%
2.5%
1.9%
1.4%
1%
4.5%
3.9%
3.3%
2.7%
2.1%
1.6%
1.2%
0.9%
0.7%
1.7%
1.5%
1.3%
1%
0.8%
0.6%
0.5%
0.4%
0.6%
0.5%
0.5%
0.3%
0.3%
0.3

Worldwide Smart Home security penetration rate in 2026, by country

Smart Home security penetration rate 2026, by country



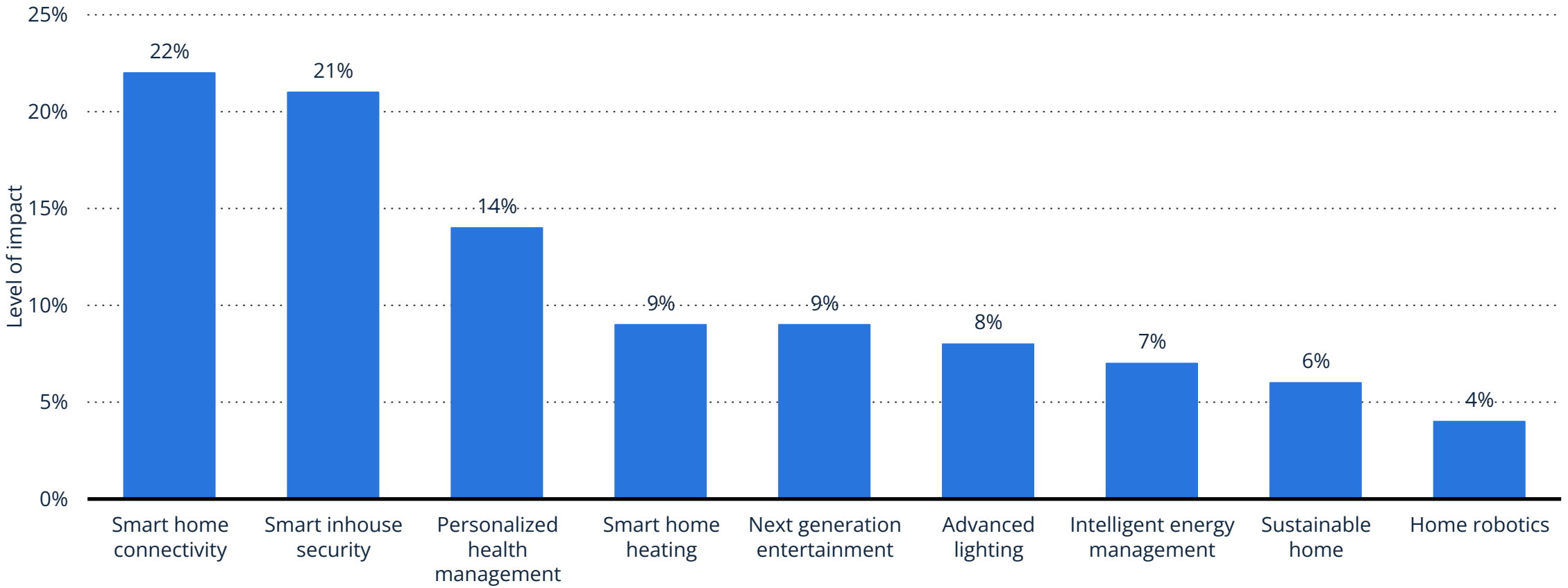
Cropped Version
Double click to open excel file with complete data

Description: The penetration rate of the Smart Home security segment in South Korea is estimated to be the highest worldwide by 2026 with almost 61 percent, followed by Norway with 59.2 and the Netherlands with 47 percent. The biggest Smart Home security market according to revenue the United States only is estimated to only have a penetration rate of 45.5 percent. Read more
Note(s): United States
Source(s): Statista; Statista Market Insights

statista

Leading smart home innovation trends worldwide in 2023, by level of impact

Significance of global smart home innovation trends 2023, by level of impact

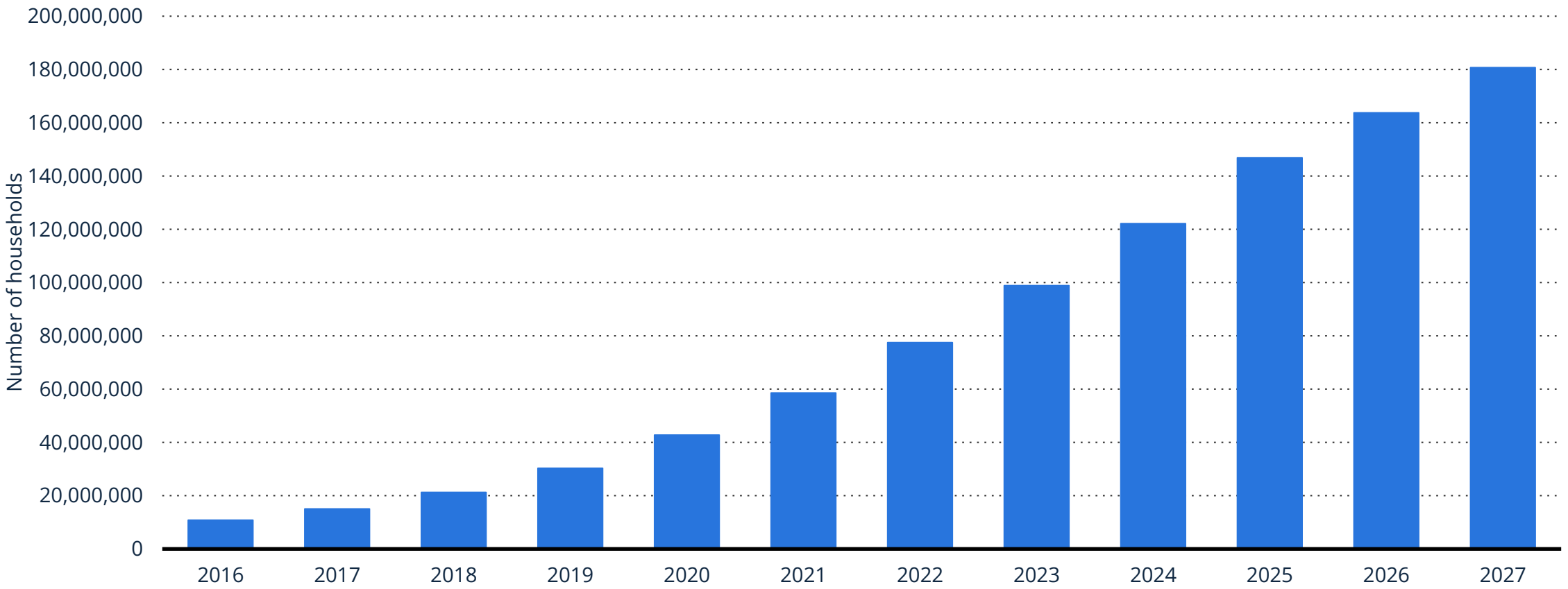


Description: Smart home connectivity and smart inhouse security are expected to be the most impactful smart home technologies in 2023. Smart home connect is integral to the overall function of a smart home as it covers network connection of smart devices as well as overall integration and control for the user. Smart inhouse security covers such topics as smart doorbells with cameras, smart sensors and smart surveillance to prevent burglaries, and cybersecurity technology to protect integrated [...] Read more
Note(s): Worldwide; January 2023
Source(s): StartUs Insights

statista

Number of households with smart security cameras worldwide from 2016 to 2027

Number of households with smart security cameras worldwide 2016-2027

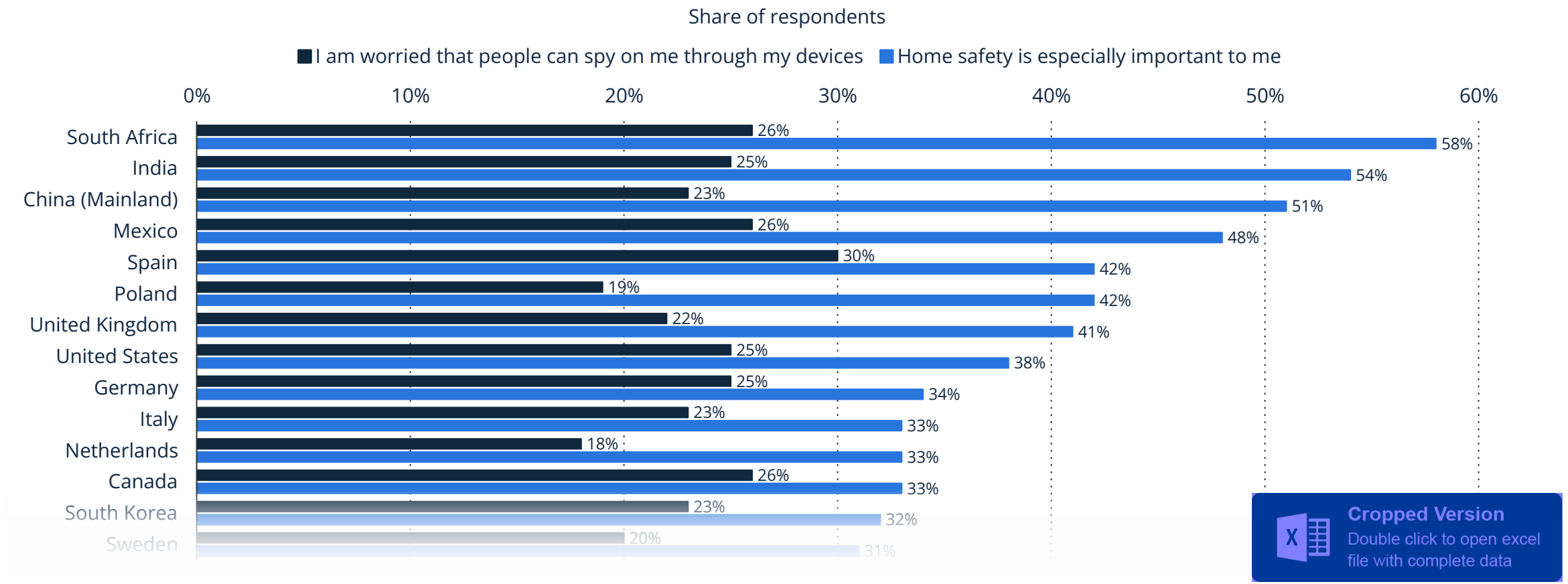


Description: The global number of households with smart security cameras was forecast to continuously increase between 2023 and 2027 by in total 81.84 million households (+82.79 percent). After the fourth consecutive increasing year, the household number is estimated to reach 180.7 million households and therefore a new peak in 2027. Notably, the number of households with smart security cameras was continuously increasing over the past years.Find further information concerning the Internet of [...] Read more
Note(s): Worldwide; 2016 to 2027
Source(s): Statista; Statista Market Insights

statista

Importance of smart home security & safety / Worried about being spied on through smart home devices 2023, by country

Smart home attitudes: Security/safety vs. concerns of being spied on 2023, by country



Cropped Version
Double click to open excel file with complete data

Description: Home safety and security is one of the key aspects of a smart home to many people across the world. At least around one-third of respondents, in each of the countries shown, stated that home safety was especially important to them in the context of a smart home. In contrast to this, a lot fewer people were concerned with potentially being spied on through their devices, with Spain having the highest share of respondents worried that people could spy on them through their devices. Read more
Note(s): Q2 2023; 60,072 respondents; 18-64 years
Source(s): Statista Consumer Insights

statista

Sources

BIS Research
BitDefender
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Cujo AI
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Gartner
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